

Planning for the Interview

In planning for conducting interviews on location, there are several considerations to keep in mind. First of all, if possible, contact the person or persons you will be interviewing and find out when it is convenient for them. Remember their time is valuable and they will be more willing to help you and be relaxed on camera if you are very considerate of their needs. Tell them what topic(s) you want them to discuss and make sure they have no strong reservations about being on camera. You may want to send them a list of guiding questions before your visit so they will be prepared with the information you need during the interview. Do not however send them a script of exactly what to say. Providing them with an exact script will cause most people to sound rehearsed in their answers instead of spontaneous which is preferred.

Below are some quick interview tips to keep in mind in your preparations.

- ☐ Write a focus sentence
- ☐ Research the subject
- ☐ Target your audience correctly
- ☐ Prepare a complete list of questions
- ☐ Describe the purpose to the subject before the interview
- ☐ Don't interview the subject without the camera before the actual interview
- ☐ LISTEN
- ☐ Ask good follow-up questions
- ☐ Be polite and professional

Here are some things to avoid during an interview. Some of them sound very elementary but I have seen most of them at one time or another.

Interview No-Nos

- ☐ Yes and no questions

- ☐ Responding with "I see" and "Uh-huh"
- ☐ Two-part questions
- ☐ Obvious questions
- ☐ Questions in poor taste
- ☐ Questions that have already been answered (revealing the greater sin of not listening closely to the person you are interviewing.)